Norwood Parade Precinct Committee Minutes

25 September 2018

Our Vision

A City which values its heritage, cultural diversity, sense of place and natural environment.

A progressive City which is prosperous, sustainable and socially cohesive, with a strong community spirit.
1A. APPOINTMENT OF ACTING PRESIDING MEMBER

1B. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 24 JULY 2018

2. PRESIDING MEMBER’S COMMUNICATION

3. NORWOOD PARADE PRECINCT NEWS

4. STAFF REPORTS

4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2018-2019 ANNUAL BUSINESS PLAN

5. OTHER BUSINESS

6. NEXT MEETING

7. CLOSURE
VENUE       Mayors Parlour, Norwood Town Hall
HOUR        6.15pm

PRESENT

Committee Members  Cr Lucy Marcuccitti (Acting Presiding Member)
                   Cr Christel Mex
                   Cr Sue Whitington
                   Ms Annie Lovejoy
                   Mr Mario Boscaini
                   Mr Tom McClure
                   Mr Terry Dalkos
                   Mr Michael Roxas

Staff         Keke Michalos (Manager, Economic Development & Strategic Projects)
              Stacey Evreniadis (Economic Development Co-ordinator)
              Olivia Franco (Strategic Projects Co-ordinator)
              Gabrielle Agnew (Digital Marketing Officer)

APOLOGIES    Mayor Robert Bria (Presiding Member)
              Mr Ian King
              Mr Luke Richards

ABSENT       Cr Paul Wormald

TERMS OF REFERENCE:
The Norwood Parade Precinct Committee is established to fulfil the following functions:
• To develop and recommend to the Council in each financial year, an Annual Business Plan and Budget for The Parade Precinct.
• The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan. The amount recommended to the Council, to be approved by the Council, should meet the objectives set out in the Annual Business Plan.
• To oversee the implementation of the Annual Business Plan as approved.
• To oversee the implementation of the approved Marketing and Promotional Plan for The Parade.
• To assist in the development and promotion of a vibrant cultural and leisure tourism destination for businesses, residents and visitors.
• To facilitate and encourage networking and communication.

1A.    APPOINTMENT OF ACTING PRESIDING MEMBER

Cr Whitington moved that Cr Lucy Marcuccitti be appointed Acting Presiding Member for this meeting. Seconded by Ms Annie Lovejoy and carried.

1B.    CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 24 JULY 2018

Cr Whitington moved that the minutes of the Norwood Parade Precinct Committee meeting held on 24 July 2018 be taken as read and confirmed. Seconded by Mr Mario Boscaini and carried unanimously.

2. PRESIDING MEMBER’S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

4. STAFF REPORTS
4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2018-2019 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: S/01916
ATTACHMENTS: A - D

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee (NPPC), with a progress report on the implementation of the 2018-2019 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 29 May 2018, the Committee endorsed the Draft 2018-2019 Annual Business Plan for the Norwood Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan as being suitable for implementation at its meeting held on Monday 4 June 2018.

Subsequent to the endorsement of the Annual Business Plan, investigations have commenced in respect to a number of the deliverables and a number of the deliverables have been progressed. This report provides an update of the key strategies and deliverables that have been progressed by staff. A summary of the overall budget and expenditure to date is contained in Attachment A.

Tourism Opportunities

At its meeting held on 24 July 2018, the Committee resolved the following:

2. That Staff investigate and prepare a report for the September 2018 meeting, regarding the existing tourism initiatives and other potential tourism related opportunities for The Parade Precinct.

Given the extent of work required to address this matter, a presentation of initial findings will be made at the Committee Meeting, prior to a report being prepared and presented to the Committee.

DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

1.1 FASHION ON PARADE

On Sunday 14 October 2018, the Council, in conjunction with the Norwood Parade Precinct Committee, will be hosting the Fashion On Parade event as part of this year’s Adelaide Fashion Festival (the Festival) Presented by Norwood Place, this year’s event will feature three (3) fashion parades to be held on the outdoor catwalk showcasing the latest in-season trends from twenty-six (26) participating fashion retailers located on The Parade and in the City.

The entertainment schedule for the 2018 event has been reviewed and three (3) fashion and beauty talks will take place on the main stage, in between the parades, ensuring a constant flow of events. This review was a result of feedback which was received as part of the 2017 Fashion on Parade event. The talks include an op-shop style session, a bridal talk with a local designer and a hair and beauty tutorial. In addition, businesses located throughout the City have been given the opportunity to host a pop up shop of their own, complementing over forty (40) market stalls on the street.

One (1) day offers have been taken up by businesses again in 2018, and will be promoted online and as part of the printed collateral that will be distributed on the day.
To encourage engagement with The Parade’s social media channels and events, a photo booth will be located on the street. The digital photo booth will be free for patrons, and will send pictures straight to the users’ phone device, making it easy for them to share to social media using the event hashtag #fop18. At the digital photo booth, staff will be distributing The Parade branded selfie ring lights, completing the interactive activation.

A comprehensive marketing and promotional campaign is already underway with the aim of attracting over 5,000 people to the event. A copy of a selection of this year’s print and digital elements is contained in Attachment B.

Due to the outdoor nature of the Fashion On Parade event, The Parade, Norwood will be closed to traffic between George Street and Edward Street from 5.00am to 8.00pm on the day. All Parade traders will be notified in writing of this road closure.

As discussed with the Committee, $33,200 from the Events & Activations budget has been allocated to the 2018 Fashion On Parade event.

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 WEBSITE

The Parade website has acted as an online business directory and has provided the Precinct with a strong online presence. Through analysis of the Google Analytics data, website traffic and engagement has remained relatively steady over the past twelve (12) months, with peaks correlating to competition and the Tour Down Under event.

To ensure that The Parade website remains relevant, up to date and with the intention to become the main source of latest news for visitors to The Parade, the exploration and implementation of a blog has been sought. The blog is an excellent way to communicate to The Parade’s audience and will provide a platform to feature businesses, their products and services, while acting as an additional promotional avenue for competitions.

There are many benefits to the Council and The Parade websites, as the implementation of a blog will improve the websites search engine optimisation, increase inbound traction and organically invite an increase in user interaction across all of The Parade accounts and businesses that will be profiled.

Developing fresh and engaging high quality content, delivered frequently, shows that The Parade is alive and well, loved and maintained and as a result will assist in the growth of The Parade brand. Through the planning, brainstorming and content creation phases, it will provide an opportunity for thought sharing conversations and strengthen relationships between the Council and business owners, resulting in a better outcome for the street’s promotion.

It is proposed that $1,302.50 be allocated towards the delivery of this initiative.

2.2 PRINT AND DIGITAL ADVERTISING

After a short hiatus from print, Clique Mag will be found back at Adelaide’s most loved cafes, hairdressers and pickup points this month. Clique’s new annual magazine will complement Clique’s online platform and together garners a total reach of 150,000 per month. As an initiative to promote The Parade’s extensive offering in the health and wellness sector, a double-page spread, supported by digital promotions has been conducted, highlighting eight (8) businesses and their services. A copy of the print advertorial promoting The Parade will be distributed at the meeting.

The annual magazine will be available to pick up for free in the last week of September 2018.
3. STRATEGY: IDENTITY & BRAND

3.1 SPONSORSHIP OF THE ADELAIDE INTERNATIONAL YOUTH FILM FESTIVAL (AIYFF)

The Adelaide International Youth Film Festival (AIYFF) event was held from Wednesday 22 to Saturday 25 August 2018, and featured exciting, challenging, engaging and insightful films from around the globe, made especially for a youth audience. Over 300 films were shown from thirty-four (34) different countries. Most of the films were made by professionals, however young filmmakers were also screened in specially-themed screening categories.

The Festival brought over 1,500 students to The Parade specifically Parade Central, from both local schools and surrounding areas. Over 3,000 tickets were booked for the whole festival, which is an increase of almost double from 2017.

3.2 ART ON PARADE

At its meeting held on Monday 3 September 2018, the Council resolved to continue to hold the Art on Parade event annually during the month of April.

The 2018 Art on Parade event provided an opportunity to encourage creative expression and invite new audiences to The Parade whilst at the same time supporting local artists and promoting The Parade as an arts-friendly precinct.

The event showcased ninety-five (95) artworks by twenty-two (22) artists which were displayed in twenty-three (23) premises along The Parade, including the Norwood Town Hall, over a three (3) week period. In 2019, the aim is to increase the number of traders participating in the event and subsequently the number of artists.

All businesses within The Parade Precinct will be invited to express their interest in being a host venue for the Art On Parade event next year. Expressions of interest will go out in November 2018 and the Committee will be provided with a list of participating businesses and further details on the event at the next meeting.

It is proposed that the Committee allocates $5,000 towards the Art On Parade event for the purpose of marketing and promotion to encourage visitors to The Precinct to view the artworks within the participating businesses on The Parade.

3.3 CHRISTMAS DECORATIONS

On Tuesday 20 November 2018, the three (3) large illuminated Christmas trees, in addition to the twenty (20) light pole decorations and Christmas branded banners will be installed along The Parade, Norwood. These decorations will remain in place for a period of seven (7) weeks over the Christmas period and will be removed on Monday, 7 January 2019.

To complement the decorations along The Parade, this year the Council will also install decorations along the windows of the Town Hall and on the three (3) street trees that surround the Norwood Town Hall.

In addition to the Christmas decorations which will be installed along The Parade, the Council will again be installing decorated wooden Christmas trees along Osmond Terrace to create an outdoor gallery for the public to enjoy. The response from local schools so far has been positive, with forty (40) trees already assigned.

The wooden Christmas trees will be installed the week commencing Monday 12 November 2018 and will be up for a period of six (6) weeks with their removal planned for Wednesday 3 January 2019.
3.3 MERCHANDISE

A budget of $5,000 has been allocated in the 2018-2019 Norwood Parade Precinct Committee Annual Business Plan for merchandise. Based on the Committee’s response to the idea of selfie ring lights, a quantity of 500 Norwood Parade branded items have been purchased and will be distributed at the Fashion on Parade event.

The selfie ring light is a gadget that clips onto the top of a mobile phone and is used to improve the appearance of objects being photographed. With three light settings, it can completely transform the outcome of an image. The selfie ring light will be distributed and demonstrated at the photo booth site, for those who are unfamiliar with the item. Staff will encourage patrons to take photos and share their experiences at Fashion on Parade via social media using the dedicated hashtag.

The novelty product is small, easy to carry and very attractive to content creators on-the-go. It is user-friendly, on trend and guaranteed to be used post event, giving The Parade branding exposure time and time again.

A mock-up of the selfie ring light is contained in Attachment C and a sample will be brought to the Committee meeting for Members to view.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 BUSINESS & NETWORKING

A budget of $8,000 has been allocated to implement a series of networking and training sessions for The Parade businesses and property owners. During the 2017-18 financial year, four (4) evening workshops were scheduled, with a focus on social media training, customer service and personal brand.

Unfortunately the take-up was not as positive as anticipated, therefore the option of breakfast sessions was explored. The first of the breakfast sessions has been scheduled for Wednesday, 26 September 2018.

This business and networking function will feature guest speaker and bestselling author Richard de Crespigny, who will share his experience of resilience, teamwork and leadership. These areas are essential for individuals and business owners to understand, practice and implement in the workplace.

Details of the Precinct Business Breakfast for The Parade businesses and property owners are as follows:

Date: Wednesday, 26 September 2018
Time: 7.00am – 8.30am
Venue: Martini Ristorante, 59A The Parade, Norwood

A copy of the invitation is contained in Attachment D.

4.2 EASTSIDE STARTUP SERIES

The third event of the Eastside Startup Series ‘Startup Growth Hacks’ was held on Tuesday 18 September 2018 at Brick + Mortar Creative. Kirk Drage, CEO of Leap Sheep started off the evening with a presentation on growth hacks followed by a relaxed talk with panellists, Amanda Dunbar of ipData, Doug Adamson of Commonwealth Government and KPMG Partner Alex Demetriou. The event was well received by the thirty-five (35) attendees who engaged in Q&A and made the most of the networking opportunity.

The next and final event of the series will be held at Brick + Mortar Creative on Tuesday, 20 November 2018 and will focus on the future of work: automation and the 4th industrial revolution.

Tickets for each of the workshop sessions are available for $35 via www.npsp.eventbrite.com.
RECOMMENDATION

1. That the Committee endorses the allocation of $5,000 from the Sponsorship Budget towards the marketing and promotion of the *Art On Parade* event in April 2019.

2. That the Committee endorses the allocation of $1,302.50 from the Marketing and Communications Budget for the exploration and implementation of a blog.

3. That the Committee notes the status of the 2018-2019 Annual Business Plan Budget contained in Attachment A.

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*Ms Annie Lovejoy moved:*

1. **That the Committee endorses the allocation of $5,000 from the Sponsorship Budget towards the marketing and promotion of the Art On Parade event in April 2019.**

2. **That the Committee endorses the allocation of $1,302.50 from the Marketing and Communications Budget for the exploration and implementation of a blog.**

3. **That the Committee notes the status of the 2018-2019 Annual Business Plan Budget contained in Attachment A.**

4. **That the Committee endorses the allocation of $1,000 from the Sponsorship Budget to the Festive Trees on Osmond Terrace Christmas initiative, for the purpose of donating the money to the winning school’s nominated charity.**

*Seconded by Cr Whittington and carried unanimously.*
5. OTHER BUSINESS
   Nil

6. NEXT MEETING
   To be advised.

7. CLOSURE
   There being no further business, the Presiding Member declared the meeting closed at 7.38pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on ________________________________ (date)